

Response dated December 19, 2008  
Responding to Office Action Of Sep 22, 2008

begin with the step of "selecting a telephone number corresponding to a known location."

The claims also require "displaying the selected locations in order of distance between the known location and the selected location."

Lopke's claimed invention concerns a computer system and method that defines areas, similar to that of Zip code areas, using parts of the telephone number. The reference teaches, for example, that the area code or area code combined with local exchange code, can be used to search for resources within that area.

The differences between Lopke and the current patent application can be illustrated by analyzing the input(s) used in locating the resources and verify if it is possible to get the same customized results, using the input(s) in a manner as described by Lopke, as provided by applicant's invention. Proving that the two methods are significantly different will be done as follows

1. Illustrate how Lopke uses a Zip code in locating a resource and its limitation.
2. Show the similarities between Lopke's use of the telephone number and the Zip code search.
3. Show the differences between current (pending) patent application's use of the telephone number and Lopke's use of the telephone number. The word "telephone number" appears in both invention but the purpose and usage is totally different.
4. Demonstrate that a person familiar with the art would not easily make the transition.

**Zip Code Usage by Lopke.**

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- When a Zip code is used as an input for locating a resource, the output (i.e. the search results) will be the same for all users within the zip code. For e.g. let us consider two users, both living in Zip code "20191", and their houses are 3 miles apart. A query issued by both users, using their Zip code as input, will provide identical results because there is no information indicating the differences in their locations or the distance between the two houses. In fact ALL the users living within that Zip Code, will get the same result because ALL locations within the Zip code is translated into a single latitude/longitude for the Zip code. The limitation with this approach is that customized results for the various locations within that zip code will NOT be possible without additional information about the specific location of each user. An extended Zip code i.e. Zip code + 4 digit that includes the five digits of the ZIP code, a hyphen and then four more digits, will make the location more precise than by the ZIP code alone. However, this reduces the problem but does not eliminate the limitation. Customized results for various locations within the Zip Code + 4 digits will not be possible.

**Telephone number usage by Lopke.**

Lopke references the word "telephone" many times – however, the important ones are those references that use the telephone number as an input. References to telephone number as attributes of the output is not relevant (for e.g. displaying the type of business along with its fax and telephone number).

1. The first reference of telephone number as input is in Page 4, claim number 21 – I quote "The method of claim 16 wherein said location information is in a format including one of: a street, address, a postal zipcode, city and state information,

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latitude and longitude values, an area code in accordance with the North American Numbering Plan (NANP), and Telephone Number Area Code and Prefix (NPA-NXX)".

Here Lopke does NOT use the entire telephone number. He uses either the area code or area code and prefix (the 3 digits following the area code).

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